



2015 Summit Poll

Prepared for: City of Akron Mayor's Office



Prepared by:



470 Portage Lakes Drive, Suite 102
Akron, OH 44319
www.cmoresearch.com



Table of Contents

	Page
SURVEY QUESTIONS	3
KEY FINDINGS	4
SURVEY RESULTS	7
CITY SERVICES	7
PUBLIC SAFETY	9
EMPLOYMENT	14
APPENDICES	16
Quality of Life	16
Quality of Life Comparison – Akron and Summit County	26
Respondent Demographics	27
Research Methodology	36





Survey Questions

CITY SERVICES

- ◆ How would you rate your satisfaction with services delivered by the City of Akron, other than police and fire? Would you say very satisfied, somewhat satisfied, neither satisfied or dissatisfied, somewhat dissatisfied, or very dissatisfied?
- ◆ If you had to choose, which of the following problem areas concern you the MOST? What about second most? And third?
 - a. Snow plowing
 - b. Pot hole repair
 - c. Trash pickup
 - d. High grass and weeds
 - e. Parks maintenance
 - f. Trash on private property or vacant lots
 - g. Abandoned or dilapidated houses
 - h. Street resurfacing
 - i. Stray animals
 - j. Something not on this list

PUBLIC SAFETY

- ◆ In the last two years do you think, overall, crime in Akron has increased by 6%, increased by 3%, stayed the same, decreased by 3% or decreased by 6%?
- ◆ Has your sense of safety in Akron improved, stayed the same or gotten worse in the last few years?
- ◆ How satisfied are you with the quality of police protection in the City of Akron? Would you say very satisfied, somewhat satisfied, neither satisfied or dissatisfied, somewhat dissatisfied, or very dissatisfied?
- ◆ How satisfied are you with the quality of fire and EMS protection in the City of Akron? Would you say very satisfied, somewhat satisfied, neither satisfied or dissatisfied, somewhat dissatisfied, or very dissatisfied?
- ◆ How serious of a problem are each of the following in your neighborhood? Is it a serious problem, a moderate problem, a minor problem, or no problem at all?
 - a. Abandoned, vacant and unoccupied houses
 - b. Abandoned, vacant and unoccupied commercial properties
 - c. Occupied houses that may have housing code violations or are in a state of disrepair

EMPLOYMENT

- ◆ The City of Akron has invested millions of dollars rebuilding and revitalizing downtown Akron in the last 20 years. Do you think that investment has been very worthwhile, somewhat worthwhile, or not at all worthwhile?
- ◆ Downtown Akron is the largest place of employment in Summit County increasing from 15,000 to 30,000 jobs in 20 years. The incremental increase in income tax pays the equivalent of 140 police officers who Akron would otherwise not be able to afford. Knowing the increase in jobs in Downtown Akron, do you think it is an excellent, good, fair, poor, or very poor investment?



Key Findings

CITY SERVICES

- ✓ About two-thirds of respondents (67.2%) were very or somewhat satisfied with city services other than police and fire. Those ages 45 and older were more likely to be satisfied.
- ✓ Pothole repair was cited most frequently when asked what concerned respondents the most, given a set of ten items (chosen by 80.2% of respondents as one of their top three concerns).

Summary Table		Akron Values	Summit Poll	Number of responses
Rate satisfaction with city services	Very satisfied	18.9%	19.8%	393
	Somewhat satisfied	49.1%	47.4%	
	Neither	10.9%	13.1%	
	Somewhat dissatisfied	15.2%	13.7%	
	Very dissatisfied	5.9%	6.0%	
Rate satisfaction with city services (combined)	Satisfied	68.0%	67.2%	393
	Neither	10.9%	13.1%	
	Dissatisfied	21.1%	19.7%	
Problem areas (combined % of 1 st , 2 nd , and 3 rd choice)	Pot hole repair	61.2%	80.2%	400
	Abandoned/Dilapidated houses	44.6%	53.7%	
	Snow plowing	33.1%	33.6%	
	Street resurfacing	30.5%	28.3%	
	Trash on private property/Vacant lots	23.0%	22.3%	
	Stray animals	12.6%	13.8%	
	High grass and weeds	22.4%	12.4%	
	Trash pickup	9.5%	11.9%	
	Parks maintenance	7.6%	6.7%	
	Something else	10.9%	5.5%	



PUBLIC SAFETY

- ✓ Close to two-thirds of the respondents (64.3%) said their sense of safety had improved or stayed the same over the past few years.
- ✓ Nearly two-thirds of respondents reported being very or somewhat satisfied with the quality of police protection. Respondents who were more likely to be satisfied included retired respondents, those who are married, over the age of 45, homeowners, and white respondents.
- ✓ More than nine in ten respondents reported being satisfied with the quality of fire and EMS protection.

Summary Table		Akron Values	Summit Poll	Number of responses
Change in overall crime in Akron	Increased by 6%	36.3%	40.8%	362
	Increased by 3%	23.3%	28.3%	
	Stayed the same	7.5%	18.9%	
	Decreased by 3%	22.2%	9.7%	
	Decreased by 6%	10.7%	2.3%	
Change in sense of safety	Improved	14.0%	9.7%	397
	Stayed the same	44.1%	54.5%	
	Gotten worse	41.9%	35.8%	
Satisfaction with quality of police protection	Very satisfied	30.4%	24.0%	395
	Somewhat satisfied	44.9%	41.9%	
	Neither	14.1%	13.4%	
	Somewhat dissatisfied	6.6%	11.1%	
	Very dissatisfied	4.1%	9.6%	
Satisfaction with quality of police protection (<i>combined</i>)	Satisfied	75.3%	65.9%	395
	Neither	14.1%	13.4%	
	Dissatisfied	10.7%	20.7%	
Satisfaction with quality of fire/EMS protection	Very satisfied	51.8%	62.0%	384
	Somewhat satisfied	37.5%	29.6%	
	Neither	9.0%	5.3%	
	Somewhat dissatisfied	1.0%	2.1%	
	Very dissatisfied	0.7%	1.0%	
Satisfaction with quality of fire/EMS protection (<i>combined</i>)	Satisfied	89.3%	91.5%	384
	Neither	9.0%	5.3%	
	Dissatisfied	1.7%	3.1%	
Seriousness of problems (<i>% answering serious</i>)	Abandoned/Vacant/Unoccupied houses		20.8%	399
	Abandoned/Vacant/Unoccupied commercial properties		13.8%	397
	Occupied with code violations/state of disrepair		16.9%	391





EMPLOYMENT

- ✓ About one-third of respondents rated the investment in downtown as very worthwhile. The vast majority (85.7%) rated it as very or somewhat worthwhile.
- ✓ After respondents heard about the increase in jobs, 44% of those who had initially said the investment was not at all worthwhile ended up rating the invest as excellent or good. In total, 74.8% of respondents rated the investment positively.

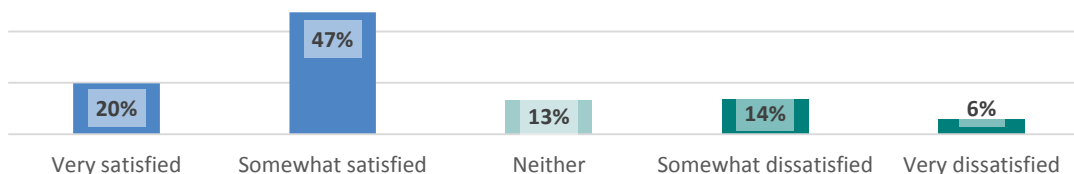
Summary Table		Akron Values	Summit Poll	Number of responses
Rate investment in downtown	Very worthwhile	46.5%	33.6%	393
	Somewhat worthwhile	42.2%	52.1%	
	Not at all worthwhile	11.3%	14.4%	
Rate investment in downtown given knowledge of downtown job growth	Positive	75.0%	74.8%	388
	Fair	17.5%	18.4%	
	Negative	7.5%	6.8%	
Change in perception given information (original rating of investment as <i>not at all worthwhile</i> ; change to <i>Excellent/good</i>)		27.8%	44.2%	



Survey Results

City Services

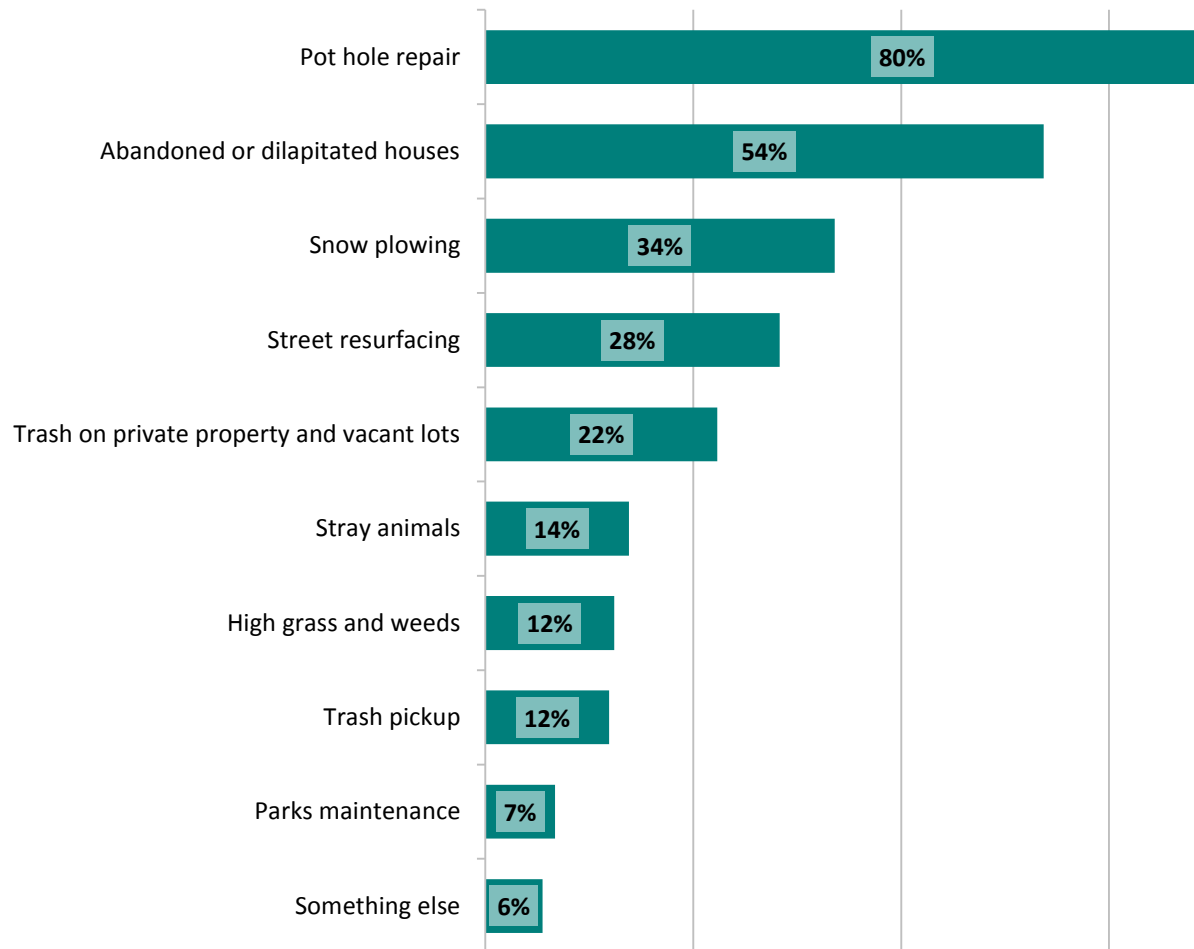
Satisfaction with Services Delivered by City (other than police and fire)



Satisfaction with Services by select demographics				
		Satisfied	Neither	Dissatisfied
All Respondents		67.2%	13.1%	19.7%
Demographic	Subgroup			
Gender	Male	70.4%	10.8%	18.8%
	Female	64.7%	15.0%	20.3%
Employment Status	Full-time	62.0%	16.9%	21.1%
	Part-time	67.8%	13.6%	18.6%
	Retired	77.0%	9.5%	13.5%
	Unemployed	73.2%	5.4%	21.4%
	Other	62.9%	14.3%	22.9%
Marital Status	Married	69.2%	11.9%	18.9%
	Not Married	66.9%	14.0%	19.0%
Age*	18 - 24	62.9%	12.9%	24.2%
	25 - 44	58.4%	20.0%	21.6%
	45 - 64	73.1%	7.5%	19.4%
	65 plus	77.3%	12.1%	10.6%
Education attainment	High School or Less	73.9%	9.4%	16.7%
	Some College	64.6%	16.7%	18.8%
	College Grad or More	63.0%	13.0%	24.1%
Income	Under \$25,000	68.5%	12.0%	19.4%
	\$25-\$49,999	64.9%	15.8%	19.3%
	\$50-\$74,999	74.6%	14.3%	11.1%
	Over \$75,000	66.7%	12.5%	20.8%
Home Ownership	Own	67.4%	12.4%	20.2%
	Rent/Other	66.3%	14.2%	19.5%
Race	White	67.4%	13.2%	19.4%
	Non-white	68.3%	14.4%	17.3%
Question: How would you rate your satisfaction with services with services delivered by the City of Akron, other than police and fire?				



Top Problem Areas



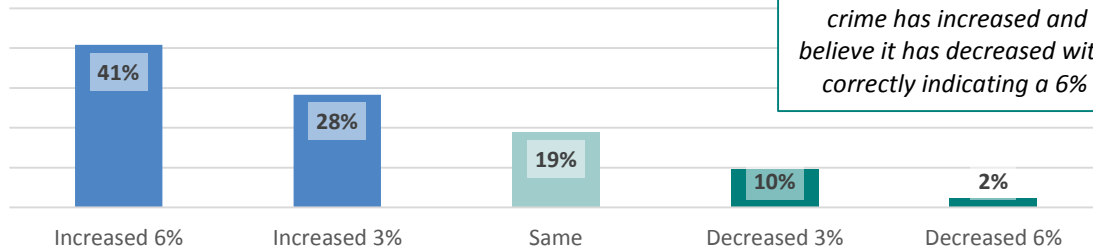
Top Problem Areas	Total %
Pothole repair	80.2%
Abandoned or dilapidated houses	53.7%
Snow plowing	33.6%
Street resurfacing	28.3%
Trash on property/vacant lots	22.3%
Stray animals	13.8%
High grass and weeds	12.4%
Trash pickup	11.9%
Parks maintenance	6.7%
Something else	5.5%





Public Safety

Change in Overall Crime



More than two-thirds, 69.1%, believe crime has increased and only 12% believe it has decreased with only 2.3% correctly indicating a 6% decrease.

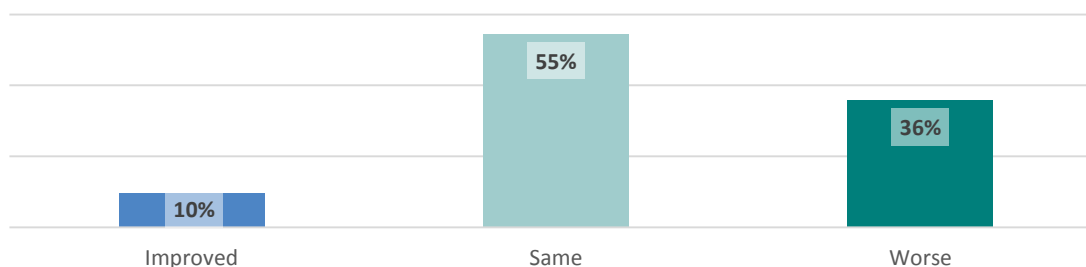
Change in Overall Crime by select demographics

		Increased 6%	Increased 3%	Same	Decreased 3%	Decreased 6%
All Respondents		40.8%	28.3%	18.9%	9.7%	2.3%
Demographic	Subgroup					
Gender*	Male	35.3%	29.9%	16.8%	15.6%	2.4%
	Female	45.4%	27.0%	20.9%	4.6%	2.0%
Employment Status*	Full-time	39.0%	32.5%	16.9%	11.0%	.6%
	Part-time	33.3%	42.6%	11.1%	5.6%	7.4%
	Retired	30.8%	23.1%	35.4%	9.2%	1.5%
	Unemployed	55.4%	23.2%	8.9%	10.7%	1.8%
	Other	51.6%	6.5%	25.8%	9.7%	6.5%
Marital Status	Married	36.3%	31.1%	22.2%	8.1%	2.2%
	Not Married	43.0%	26.2%	17.2%	10.9%	2.7%
Age	18 - 24	35.8%	35.8%	11.3%	17.0%	0.0%
	25 - 44	44.3%	27.9%	13.1%	11.5%	3.3%
	45 - 64	40.7%	26.0%	24.4%	7.3%	1.6%
	65 plus	33.3%	30.0%	26.7%	6.7%	3.3%
Education attainment	High School or Less	43.9%	25.9%	18.7%	9.4%	2.2%
	Some College	38.8%	32.6%	17.8%	7.8%	3.1%
	College Grad or More	38.7%	25.8%	21.5%	12.9%	1.1%
Income	Under \$25,000	51.9%	17.9%	14.2%	11.3%	4.7%
	\$25-\$49,999	28.0%	39.3%	21.5%	11.2%	0.0%
	\$50-\$74,999	45.6%	22.8%	19.3%	8.8%	3.5%
	Over \$75,000	26.9%	34.3%	26.9%	9.0%	3.0%
Home Ownership	Own	36.4%	29.8%	22.7%	8.6%	2.5%
	Rent/Other	45.6%	26.3%	14.4%	11.3%	2.5%
Race	White	37.6%	29.0%	19.9%	11.3%	2.3%
	Non-white	45.4%	26.2%	17.7%	8.5%	2.3%

Question: In the last two years do you think overall crime in Akron has: Increased 6%; Increased 3%; Stayed the same; Decreased 3%; Decreased 6%?



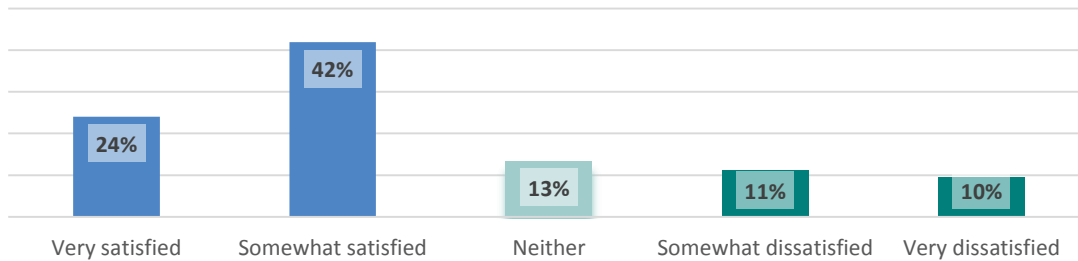
Change in Sense of Safety



Change in Sense of Safety by select demographics				
		Improved	Same	Worse
All Respondents		9.7%	54.5%	35.8%
Demographic	Subgroup			
Gender*	Male	11.8%	61.0%	27.3%
	Female	7.6%	49.0%	43.3%
Employment Status	Full-time	5.9%	58.2%	35.9%
	Part-time	8.3%	58.3%	33.3%
	Retired	16.0%	56.0%	28.0%
	Unemployed	8.9%	44.6%	46.4%
	Other	17.1%	40.0%	42.9%
Marital Status	Married	6.8%	59.2%	34.0%
	Not Married	11.9%	51.6%	36.5%
Age	18 - 24	14.8%	55.7%	29.5%
	25 - 44	8.6%	48.4%	43.0%
	45 - 64	6.7%	59.3%	34.1%
	65 plus	13.6%	57.6%	28.8%
Education attainment	High School or Less	10.0%	50.7%	39.3%
	Some College	11.0%	54.1%	34.9%
	College Grad or More	8.2%	59.1%	32.7%
Income*	Under \$25,000	14.5%	43.6%	41.8%
	\$25-\$49,999	8.8%	61.4%	29.8%
	\$50-\$74,999	11.1%	60.3%	28.6%
	Over \$75,000	2.7%	60.3%	37.0%
Home Ownership*	Own	5.9%	57.3%	36.8%
	Rent/Other	14.0%	50.9%	35.1%
Race*	White	7.8%	60.1%	32.1%
	Non-white	13.4%	43.7%	43.0%
Question: Has your sense of safety in Akron improved, stayed the same or gotten worse in the last few years?				



Satisfaction with Quality of Police Protection

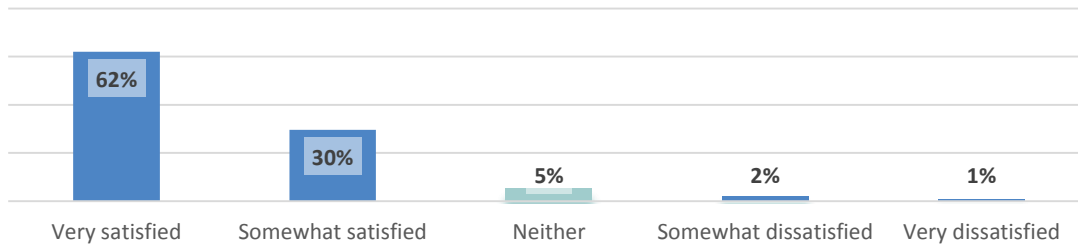


Satisfaction with Quality of Police Protection by select demographics				
		Satisfied	Neither	Dissatisfied
All Respondents		65.9%	13.4%	20.7%
Demographic	Subgroup			
Gender	Male	64.9%	13.5%	21.6%
	Female	66.7%	13.3%	20.0%
Employment Status*	Full-time	61.5%	14.8%	23.7%
	Part-time	55.0%	21.7%	23.3%
	Retired	83.6%	9.6%	6.8%
	Unemployed	69.6%	5.4%	25.0%
	Other	65.7%	11.4%	22.9%
Marital Status*	Married	76.0%	8.9%	15.1%
	Not Married	60.4%	15.5%	24.1%
Age*	18 - 24	48.4%	21.0%	30.6%
	25 - 44	55.1%	15.0%	29.9%
	45 - 64	75.6%	10.4%	14.1%
	65 plus	83.1%	10.8%	6.2%
Education attainment	High School or Less	70.3%	6.5%	23.2%
	Some College	63.2%	16.7%	20.1%
	College Grad or More	65.8%	16.2%	18.0%
Income*	Under \$25,000	59.6%	10.1%	30.3%
	\$25-\$49,999	69.0%	17.7%	13.3%
	\$50-\$74,999	76.6%	4.7%	18.8%
	Over \$75,000	67.6%	16.2%	16.2%
Home Ownership*	Own	72.9%	11.5%	15.6%
	Rent/Other	57.9%	15.2%	26.9%
Race*	White	73.8%	10.8%	15.4%
	Non-white	53.5%	16.9%	29.6%
Question: How satisfied are you with the quality of police protection in the City of Akron?				





Satisfaction with Quality of Fire/EMS Protection

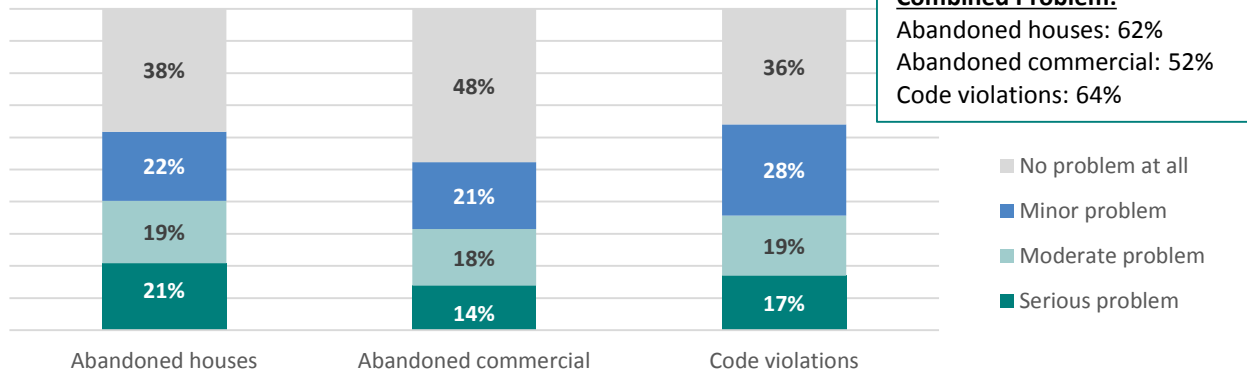


Satisfaction with Quality of Fire/EMS Protection by select demographics				
		Satisfied	Neither	Dissatisfied
All Respondents		91.5%	5.3%	3.1%
Demographic	Subgroup			
Gender	Male	91.6%	5.6%	2.8%
	Female	91.2%	5.4%	3.4%
Employment Status	Full-time	91.0%	7.8%	1.2%
	Part-time	93.0%	1.8%	5.3%
	Retired	90.8%	6.6%	2.6%
	Unemployed	92.9%	1.8%	5.4%
	Other	90.0%	3.3%	6.7%
Marital Status	Married	92.3%	5.6%	2.1%
	Not Married	91.6%	5.1%	3.4%
Age	18 - 24	100.0%	0.0%	0.0%
	25 - 44	87.7%	8.2%	4.1%
	45 - 64	91.5%	4.7%	3.9%
	65 plus	92.4%	6.1%	1.5%
Education attainment*	High School or Less	92.1%	1.4%	6.5%
	Some College	93.6%	4.3%	2.1%
	College Grad or More	87.5%	12.5%	0.0%
Income	Under \$25,000	88.9%	4.6%	6.5%
	\$25-\$49,999	96.5%	2.7%	0.9%
	\$50-\$74,999	93.5%	6.5%	0.0%
	Over \$75,000	91.4%	5.7%	2.9%
Home Ownership	Own	90.5%	7.1%	2.4%
	Rent/Other	93.5%	3.6%	3.0%
Race	White	92.7%	5.6%	1.7%
	Non-white	92.0%	4.3%	3.6%
Question: How satisfied are you with the quality of fire and EMS protection in the City of Akron?				





Seriousness of Problems



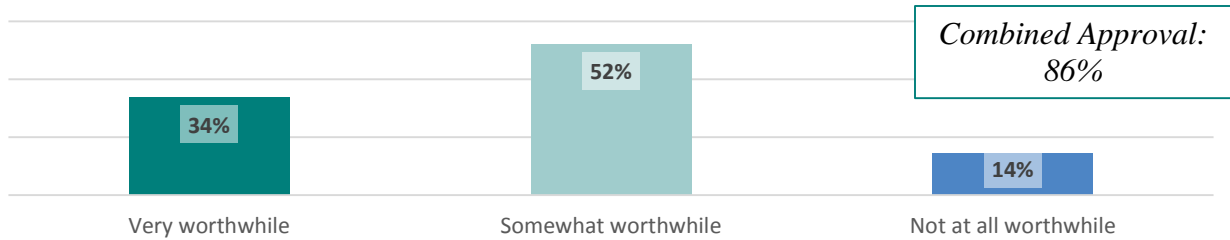
Seriousness of Problem (% answering serious) by select demographics				
		Abandoned houses	Abandoned commercial	Code violations
All Respondents		20.8%	13.8%	16.9%
Demographic	Subgroup			
Gender	Male	17.2%	13.4%	17.7%
	Female	24.1%	14.3%	16.1%
Employment Status	Full-time	16.5%*	14.7%*	16.1%*
	Part-time	21.7%*	6.7%*	13.1%*
	Retired	19.7%*	19.7%*	13.9%*
	Unemployed	27.8%*	12.7%*	23.6%*
	Other	33.3%*	11.1%*	23.5%*
Marital Status	Married	18.9%	12.2%	14.4%
	Not Married	21.6%	14.7%	18.3%
Age	18 - 24	16.4%*	4.8%	8.8%*
	25 - 44	23.2%*	15.0%	25.8%*
	45 - 64	19.1%*	14.2%	15.0%*
	65 plus	23.5%*	19.1%	12.3%*
Education attainment	High School or Less	20.7%*	15.0%	21.0%*
	Some College	26.0%*	15.3%	19.6%*
	College Grad or More	14.3%*	10.8%	8.3%*
Income	Under \$25,000	27.3%	13.6%	17.9%*
	\$25-\$49,999	22.8%	13.3%	15.0%*
	\$50-\$74,999	15.6%	10.9%	23.8%*
	Over \$75,000	12.3%	16.7%	9.6%*
Home Ownership	Own	17.7%*	15.1%	12.8%*
	Rent/Other	25.1%*	12.2%	22.2%*
Race	White	17.2%	12.3%	13.9%
	Non-white	28.0%	17.0%	21.6%
Question: How serious of a problem are each of the following in your neighborhood?				





Employment

Investment in Downtown Akron Worthwhile

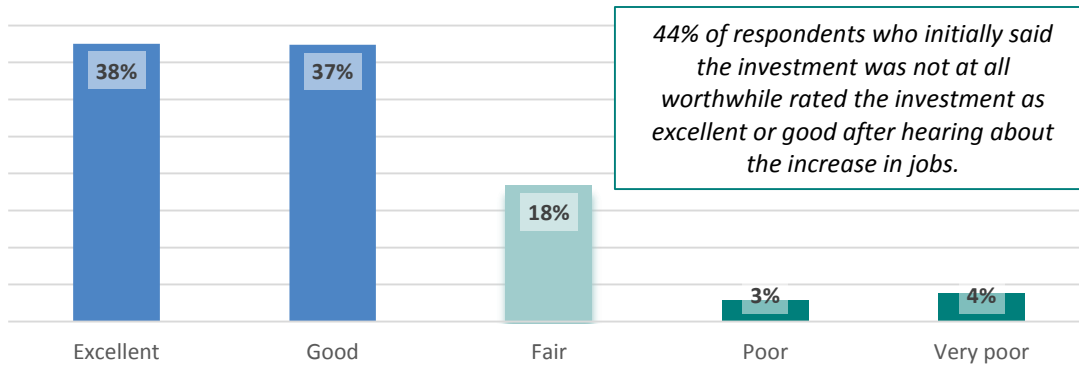


Investment in Downtown Akron by select demographics				
		Very worthwhile	Somewhat worthwhile	Not at all worthwhile
All Respondents		33.6%	52.1%	14.4%
Demographic	Subgroup			
Gender	Male	33.5%	51.4%	15.1%
	Female	33.8%	52.7%	13.5%
Employment Status*	Full-time	37.6%	51.2%	11.2%
	Part-time	32.3%	56.5%	11.3%
	Retired	43.8%	41.1%	15.1%
	Unemployed	11.1%	72.2%	16.7%
	Other	32.4%	41.2%	26.5%
Marital Status	Married	37.2%	50.3%	12.4%
	Not Married	31.8%	53.3%	14.9%
Age*	18 - 24	36.1%	60.7%	3.3%
	25 - 44	27.6%	49.6%	22.8%
	45 - 64	33.1%	56.4%	10.5%
	65 plus	44.6%	43.1%	12.3%
Education attainment	High School or Less	24.3%	58.8%	16.9%
	Some College	37.5%	50.0%	12.5%
	College Grad or More	40.0%	46.4%	13.6%
Income	Under \$25,000	29.6%	50.9%	19.4%
	\$25-\$49,999	35.7%	55.4%	8.9%
	\$50-\$74,999	32.3%	56.5%	11.3%
	Over \$75,000	43.1%	45.8%	11.1%
Home Ownership	Own	38.0%	47.7%	14.4%
	Rent/Other	29.6%	58.0%	12.4%
Race*	White	39.2%	50.0%	10.8%
	Non-white	27.1%	55.7%	17.1%
Question: Do you think the investment in Downtown Akron in the last 20 years has been...				





Rate Investment in Downtown



Investment in Downtown by select demographics				
		Positive	Fair	Negative
All Respondents		74.8%	18.4%	6.8%
Demographic	Subgroup			
Gender*	Male	78.9%	11.7%	9.4%
	Female	71.5%	24.2%	4.3%
Employment Status*	Full-time	81.0%	14.9%	4.2%
	Part-time	78.9%	17.5%	3.5%
	Retired	76.7%	16.4%	6.8%
	Unemployed	53.6%	33.9%	12.5%
	Other	71.9%	12.5%	15.6%
Marital Status	Married	81.5%	13.0%	5.5%
	Not Married	70.9%	21.5%	7.6%
Age	18 - 24	64.9%	28.1%	7.0%
	25 - 44	75.2%	18.4%	6.4%
	45 - 64	80.3%	13.6%	6.1%
	65 plus	77.3%	18.2%	4.5%
Education attainment	High School or Less	69.1%	22.3%	8.6%
	Some College	78.7%	15.6%	5.7%
	College Grad or More	78.5%	15.9%	5.6%
Income	Under \$25,000	67.0%	23.9%	9.2%
	\$25-\$49,999	83.8%	13.5%	2.7%
	\$50-\$74,999	81.0%	11.1%	7.9%
	Over \$75,000	76.7%	16.4%	6.8%
Home Ownership	Own	80.5%	11.6%	7.9%
	Rent/Other	69.5%	25.7%	4.8%
Race*	White	81.9%	11.8%	6.3%
	Non-white	65.4%	27.2%	7.4%
Question: Knowing the increase in jobs in Downtown Akron, do you think it is an excellent, good, fair, poor or very poor investment?				





2015 Quality of Life Series – City of Akron

The 2015 Summit County Collaborative Poll, Akron resident sample, included a set of Quality of Life Questions that asked respondents to rate a series of quality of life indicators in Summit County. Respondents were also asked to indicate what they felt was the most important problem facing Summit County right now. Government service issues, such as road conditions, water/sewer systems, and poor/ineffective government were cited most frequently with 35.1% of the respondents indicating this to be the case. Following government services issues, respondents mentioned crime and safety concerns, 24.8%, employment issues, 15.9%, education issues, 5.6%, and tax and money issues, 5.6%.

The majority of Akron residents were satisfied with Summit County as a place to live, with 61.6% of respondents, rating Summit County as an excellent or good place to live, and only 7.0% rating Summit County as poor or very poor. The perception of the county as a place to live has remained relatively unchanged over the past eight years.

Akron residents rated the quality of healthcare services available in Summit County higher than the rating given for the economy or the availability of job opportunities with 79.1% of respondents giving a rating of either excellent or good to the quality of healthcare.

Although only about one-third of Akron residents, 33.2%, rated the local economy favorably and 20.0% rated the local economy negatively, positive ratings of the economy were higher in 2015 than the past eight years. Similarly, only 24.9% rated the availability of job opportunities favorably. A significant portion of respondents, 37.9%, rated the availability of job opportunities in the county as either poor or very poor. Though positive ratings of job opportunities were low in 2015, they were higher than in the previous eight years.

Respondents were asked if they were better or worse off financially than a few years ago. The largest portion, 39.4%, of respondents indicated that they were better off financially, while 27.8% of respondents reported being worse off and 32.8% reported being about the same. This is an improvement over the past six years.

Finally, respondents were asked if Summit County was headed in the right direction or was off on the wrong track. 61.3% of respondents indicated that they thought the county was headed in the right direction, remaining relatively stable over the past three years.

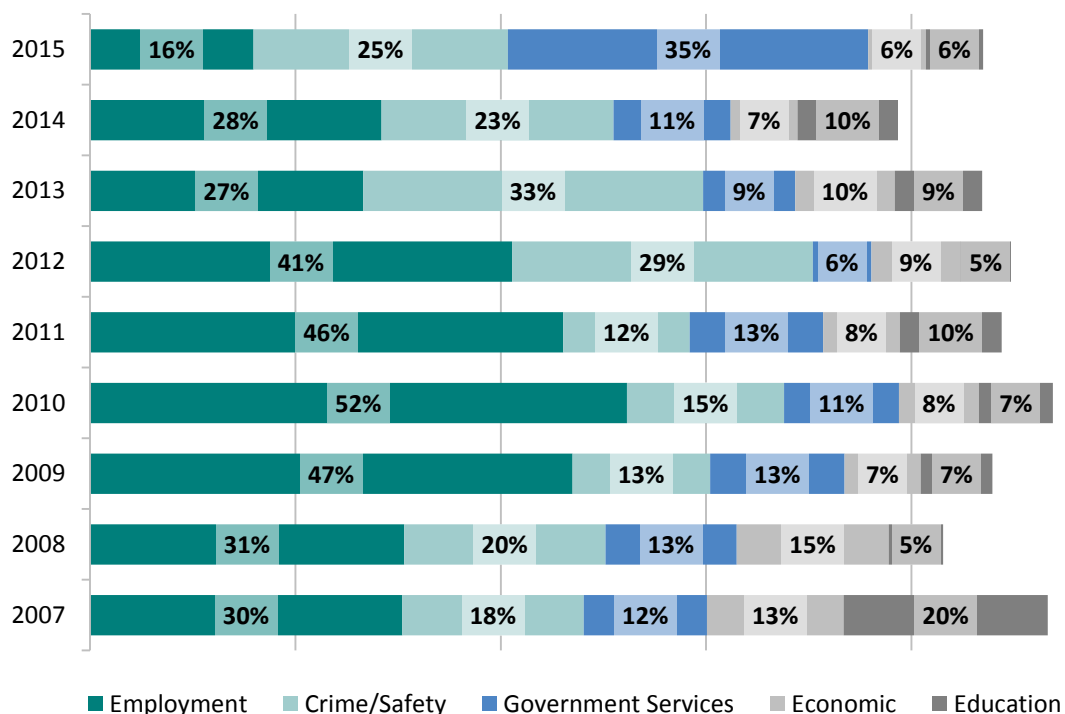




Most Important Problem in Summit County - Akron Residents Only			
	Number of Responses	% of Answering Respondents	% of All Respondents
Government Services	119	35.1%	29.8%
Road conditions	78	23.0%	19.5%
Water/sewer system issues	28	8.3%	7.0%
Poor/Ineffective government	10	2.9%	2.5%
Outdated Infrastructure	2	0.6%	0.5%
OTHER GOVERNMENT SERVICES ISSUES	1	0.3%	0.3%
Crime and Safety Concerns	84	24.8%	21.0%
Crime	54	15.9%	13.5%
Drug/Alcohol issues	20	5.9%	5.0%
Poor/Ineffective Police	5	1.5%	1.3%
OTHER CRIME AND SAFETY CONCERNS	5	1.5%	1.3%
Employment Issues	54	15.9%	13.5%
Not enough jobs	38	11.2%	9.5%
Not enough high paying/good jobs	6	1.8%	1.5%
High unemployment/job loss/layoffs	10	2.9%	2.5%
Education Issues	19	5.6%	4.8%
Kids receiving poor education/Poor teachers	6	1.8%	1.5%
School funding	4	1.2%	1.0%
Large class sizes/lack of school programs	1	0.3%	0.3%
OTHER EDUCATION ISSUES	8	2.4%	2.0%
Tax/Money Issues	19	5.6%	4.8%
High taxes/too many taxes	4	1.2%	1.0%
Poor struggling economy	4	1.2%	1.0%
Poverty	4	1.2%	1.0%
Money issues/Not enough money	3	0.9%	0.8%
Lack of economic development	2	0.6%	0.5%
OTHER ECONOMIC ISSUES	2	0.6%	0.5%
Housing	14	4.1%	3.5%
property that needs work/vacant houses	7	2.1%	1.8%
Homelessness/Hunger	4	1.2%	1.0%
Poor housing market	2	0.6%	0.5%
High cost of housing/rent	1	0.3%	0.3%
HealthCare Issues	3	0.9%	0.8%
High cost of healthcare	2	0.6%	0.5%
Lack of access to healthcare	1	0.3%	0.3%
Miscellaneous	27	8.0%	6.8%
Weather/Climate	4	1.2%	1.0%
Racial issues	3	0.9%	0.8%
People Leaving/Not Staying in the County	2	0.6%	0.5%
Not enough entertainment/Family events	2	0.6%	0.5%
Urban Sprawl	2	0.6%	0.5%
MISCELLANEOUS	14	4.1%	3.5%
Total	339	(n=339)	(n=400)
Question: What would you say is the MOST important problem facing Summit County right now?			



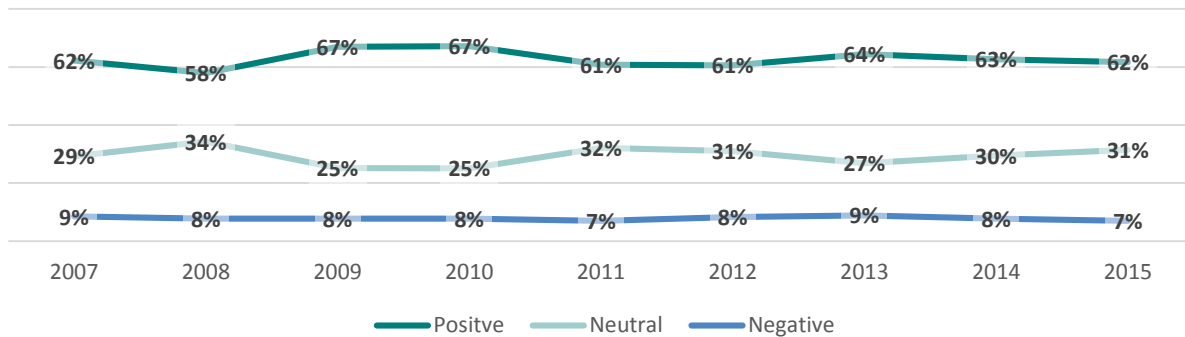
Most Important Problem by Year (Akron Residents Only)



Most Important Problem Facing Summit County:2007 to 2015 Comparison – Akron Residents Only									
Issue	2007	2008	2009	2010	2011	2012	2013	2014	2015
Government Services	12.0%	12.8%	13.1%	11.2%	13.0%	5.7%	9.0%	11.4%	35.1%
Crime and Safety	17.7%	19.6%	13.4%	15.3%	12.3%	29.3%	33.1%	22.6%	24.8%
Employment	30.4%	30.6%	47.0%	52.3%	46.1%	41.1%	26.6%	28.4%	15.9%
Economic	13.3%	14.8%	7.4%	7.8%	7.5%	8.7%	9.7%	6.5%	5.6%
Education	19.9%	5.3%	7.0%	7.2%	9.9%	4.9%	8.5%	9.8%	5.6%
Housing	2.5%	11.3%	6.0%	4.4%	3.3%	6.5%	6.0%	9.8%	4.1%
Healthcare	1.3%	1.5%	0.0%	0.3%	1.5%	0.8%	0.7%	0.8%	0.9%
Other	2.8%	4.2%	6.0%	1.6%	6.3%	3.0%	6.3%	10.0%	8.0%



Summit County as a Place to Live - Akron Residents



Summit County as a Place to Live by select demographics – Akron Residents

		Positive	Neutral	Negative	Valid Responses
All respondents		61.6%	31.4%	7.0%	399
Demographic	Subgroup				
Gender*	Male	66.5%	24.5%	9.0%	399
	Female	57.3%	37.4%	5.2%	
Age*	18-24	58.1%	38.7%	3.2%	393
	25-44	52.7%	36.4%	10.9%	
	45-64	66.7%	28.1%	5.2%	
	65 and over	74.6%	19.4%	6.0%	
Marital Status*	Married	71.6%	24.3%	4.1%	394
	Not married	56.1%	35.4%	8.5%	
Income*	Under \$25,000	48.6%	39.6%	11.7%	363
	\$25-\$50,000	69.6%	27.8%	2.6%	
	\$50-\$75,000	65.1%	28.6%	6.3%	
	\$75,000 or more	74.3%	23.0%	2.7%	
Employment Status	Employed full-time	63.5%	31.8%	4.7%	398
	Employed part-time	62.3%	29.5%	8.2%	
	Retired	68.4%	23.7%	7.9%	
	Unemployed	50.0%	41.1%	8.9%	
	Other	54.3%	34.3%	11.4%	
Education Attainment	High School Grad or less	62.1%	32.1%	5.7%	397
	Some college/Associate's	58.6%	33.1%	8.3%	
	College Grad or more	66.1%	27.7%	6.3%	
Home ownership*	Own	68.6%	25.5%	5.9%	392
	Rent/Other	55.2%	36.6%	8.1%	
Race*	White	70.2%	24.1%	5.7%	388
	Non-white	49.0%	42.7%	8.4%	

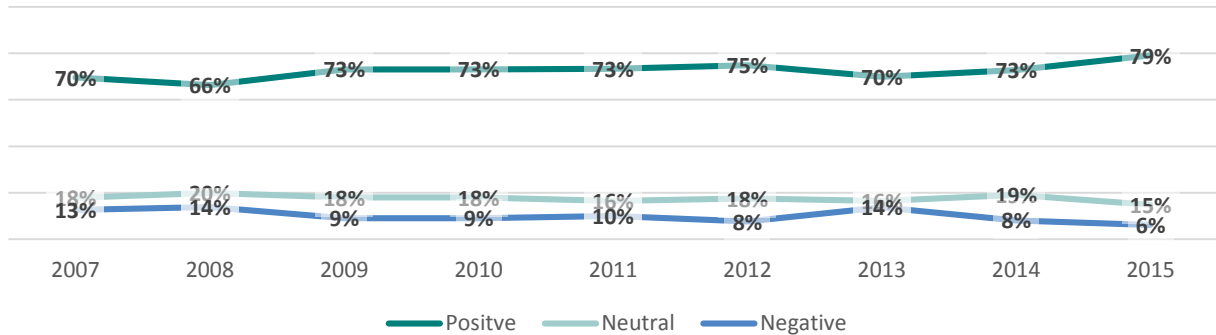
Question: Overall, how would you rate SUMMIT COUNTY as a place to live?

* Indicates a significant relationship





Quality of Healthcare Services Available - Akron Residents



Quality of Healthcare Services by select demographics – Akron Residents

		Positive	Neutral	Negative	Valid Responses
All respondents		79.1%	14.8%	6.1%	388
Demographic	Subgroup				
Gender	Male	81.2%	13.8%	5.0%	388
	Female	76.9%	15.9%	7.2%	
Age*	18-24	84.2%	12.3%	3.5%	381
	25-44	70.4%	20.0%	9.6%	
	45-64	77.6%	16.4%	6.0%	
	65 and over	95.4%	3.1%	1.5%	
Marital Status	Married	82.8%	11.7%	5.5%	383
	Not married	76.9%	16.8%	6.3%	
Income	Under \$25,000	75.9%	16.7%	7.4%	356
	\$25-\$50,000	78.9%	11.4%	9.6%	
	\$50-\$75,000	80.0%	18.3%	1.7%	
	\$75,000 or more	83.8%	14.9%	1.4%	
Employment Status*	Employed full-time	75.1%	17.8%	7.1%	386
	Employed part-time	88.3%	6.7%	5.0%	
	Retired	89.0%	9.6%	1.4%	
	Unemployed	72.2%	22.2%	5.6%	
	Other	73.3%	10.0%	16.7%	
Education Attainment	High School Grad or less	74.1%	19.3%	6.7%	388
	Some college/Associate's	80.0%	12.4%	7.6%	
	College Grad or more	84.3%	12.0%	3.7%	
Home ownership	Own	81.5%	13.9%	4.6%	384
	Rent/Other	76.8%	15.5%	7.7%	
Race*	White	85.8%	9.2%	5.0%	376
	Non-white	68.6%	24.1%	7.3%	

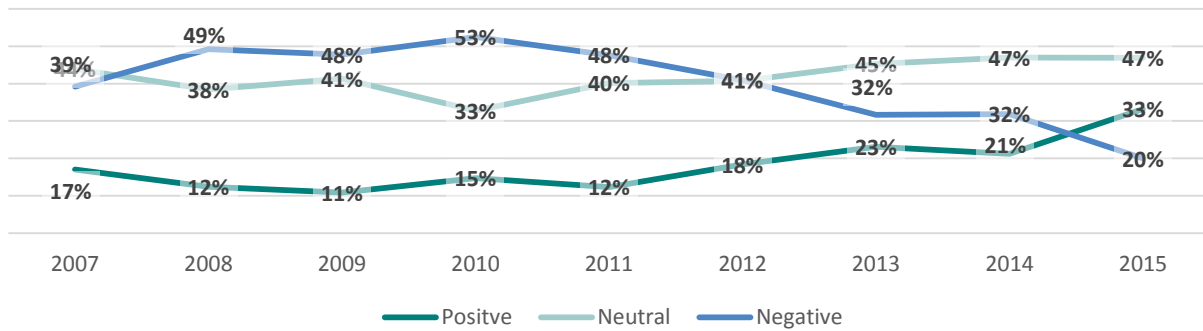
Question: Overall, how would you rate the quality of healthcare services available in Summit County?

* Indicates a significant relationship





Rating of Local Economy - Akron Residents



Rating of Local Economy by select demographics – Akron Residents

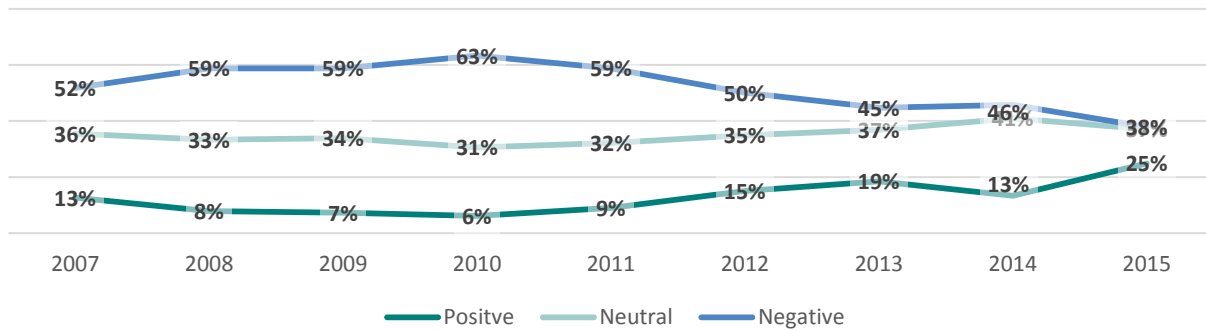
		Positive	Neutral	Negative	Valid Responses
All respondents		33.2%	46.9%	20.0%	392
Demographic	Subgroup				
Gender	Male	37.4%	45.1%	17.6%	392
	Female	29.7%	48.3%	22.0%	
Age*	18-24	52.5%	44.3%	3.3%	383
	25-44	28.6%	42.1%	29.4%	
	45-64	28.8%	50.8%	20.5%	
	65 and over	34.4%	50.0%	15.6%	
Marital Status	Married	29.4%	52.4%	18.2%	385
	Not married	35.5%	44.2%	20.2%	
Income	Under \$25,000	29.1%	43.6%	27.3%	357
	\$25-\$50,000	41.1%	43.8%	15.2%	
	\$50-\$75,000	29.0%	53.2%	17.7%	
	\$75,000 or more	34.2%	47.9%	17.8%	
Employment Status*	Employed full-time	31.5%	50.0%	18.5%	390
	Employed part-time	48.3%	35.0%	16.7%	
	Retired	35.6%	52.1%	12.3%	
	Unemployed	16.1%	51.8%	32.1%	
	Other	39.4%	30.3%	30.3%	
Education Attainment	High School Grad or less	31.2%	48.6%	20.3%	391
	Some college/Associate's	36.4%	44.1%	19.6%	
	College Grad or more	31.8%	47.3%	20.9%	
Home ownership	Own	33.5%	45.6%	20.9%	384
	Rent/Other	33.1%	48.5%	18.3%	
Race*	White	38.3%	42.5%	19.2%	380
	Non-white	25.0%	53.6%	21.4%	
Question: The economy?					

* Indicates a significant relationship





Availability of Job Opportunities - Akron Residents



Rating of Job Opportunities by select demographics – Akron Residents

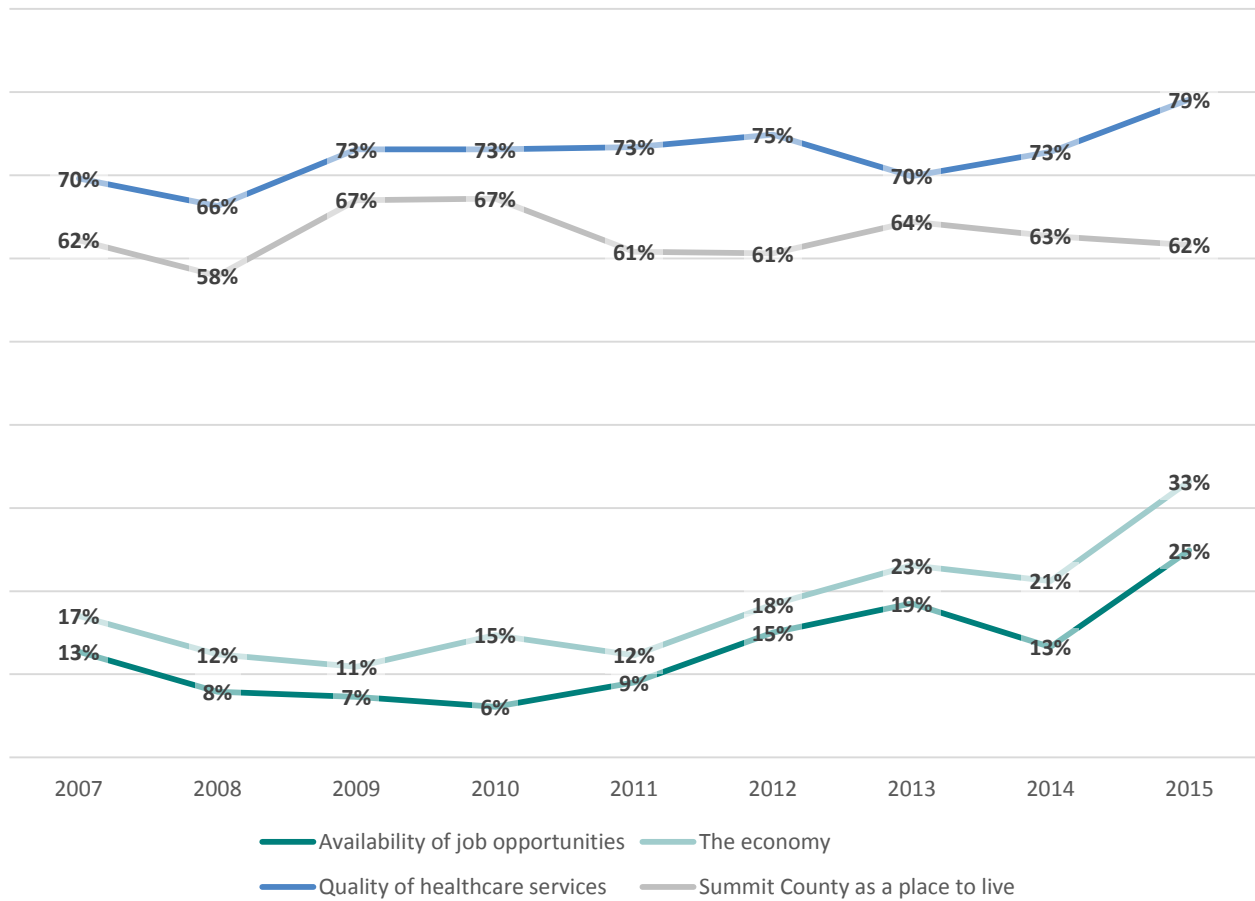
		Positive	Neutral	Negative	Valid Responses
All respondents		24.9%	37.1%	37.9%	368
Demographic	Subgroup				
Gender	Male	27.8%	35.5%	36.7%	368
	Female	22.5%	38.5%	39.0%	
Age*	18-24	39.3%	19.7%	41.0%	363
	25-44	24.8%	33.6%	41.6%	
	45-64	18.7%	47.2%	34.1%	
	65 and over	24.1%	38.9%	37.0%	
Marital Status*	Married	20.6%	48.1%	31.3%	363
	Not married	28.0%	31.0%	40.9%	
Income	Under \$25,000	21.5%	30.8%	47.7%	339
	\$25-\$50,000	33.3%	32.4%	34.3%	
	\$50-\$75,000	21.4%	48.2%	30.4%	
	\$75,000 or more	25.4%	42.3%	32.4%	
Employment Status*	Employed full-time	23.9%	41.7%	34.4%	367
	Employed part-time	40.7%	25.4%	33.9%	
	Retired	26.7%	36.7%	36.7%	
	Unemployed	11.1%	35.2%	53.7%	
	Other	22.6%	38.7%	38.7%	
Education Attainment	High School Grad or less	26.0%	40.9%	33.1%	367
	Some college/Associate's	27.9%	28.7%	43.4%	
	College Grad or more	20.2%	43.3%	36.5%	
Home ownership	Own	23.5%	42.3%	34.2%	362
	Rent/Other	26.5%	31.9%	41.6%	
Race	White	27.3%	38.6%	34.1%	357
	Non-white	22.6%	35.0%	42.3%	
Question: Overall, how would you rate the AVAILABILITY of job opportunities in Summit County?					

* Indicates a significant relationship





Positive Rating of Summit County, 2007 to 2015 - Akron Residents



2015 Quality of Life Summary – Akron Residents

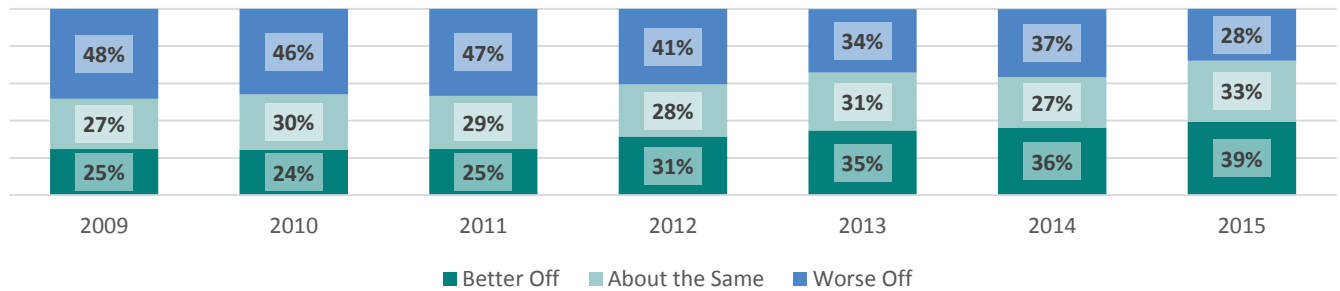
	Excellent	Good	Fair	Poor	Very Poor	Avg. Rating†
Summit County as a place to live	11.2%	50.3%	31.4%	3.4%	3.6%	2.38
Quality of healthcare services	32.4%	46.7%	14.8%	4.1%	2.0%	1.97
The economy	3.1%	30.1%	46.9%	13.9%	6.1%	2.90
Availability of job opportunities	2.7%	22.3%	37.1%	31.2%	6.7%	3.17

†Average rating scale is 1=Excellent to 5=Very Poor (Ratings closer to 1 indicate more positivity.)





Better or Worse Off Financially than a Few Years Ago - Akron Residents



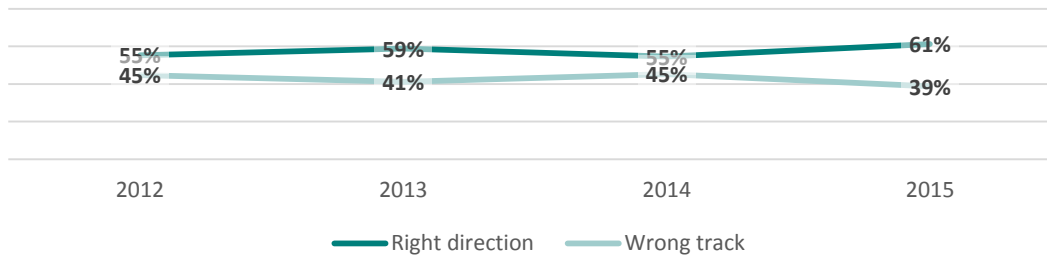
Better or Worse off Financially by select demographics – Akron Residents					
		Better	Same	Worse	Valid Responses
All respondents		39.4%	32.8%	27.8%	395
Demographic	Subgroup				
Gender	Male	43.6%	32.4%	23.9%	395
	Female	35.9%	33.0%	31.1%	
Age*	18-24	57.4%	14.8%	27.9%	389
	25-44	55.1%	24.4%	20.5%	
	45-64	26.7%	39.3%	34.1%	
	65 and over	21.2%	54.5%	24.2%	
Marital Status*	Married	41.7%	38.9%	19.4%	388
	Not married	38.1%	29.1%	32.8%	
Income*	Under \$25,000	18.9%	30.6%	50.5%	361
	\$25-\$50,000	49.1%	29.8%	21.1%	
	\$50-\$75,000	44.4%	36.5%	19.0%	
	\$75,000 or more	53.4%	34.2%	12.3%	
Employment Status*	Employed full-time	51.2%	32.1%	16.7%	393
	Employed part-time	50.0%	26.7%	23.3%	
	Retired	24.0%	50.7%	25.3%	
	Unemployed	16.1%	17.9%	66.1%	
	Other	35.3%	29.4%	35.3%	
Education Attainment*	High School Grad or less	31.9%	39.1%	29.0%	394
	Some college/Associate’s	44.1%	29.7%	26.2%	
	College Grad or more	43.2%	28.8%	27.9%	
Home ownership*	Own	36.2%	38.5%	25.2%	389
	Rent/Other	43.3%	25.1%	31.6%	
Race	White	39.7%	33.5%	26.9%	383
	Non-white	39.0%	31.2%	29.8%	
Question: Would you say that you are better off financially, about the same, or worse off financially than you were a few years ago?					

* Indicates a significant relationship





Right Direction or Wrong Track - Akron Residents



Right Direction or Wrong Track by select demographics – Akron Residents				
		Right Direction	Wrong Track	Valid Responses
All respondents		61.3%	38.7%	364
Demographic	Subgroup			
Gender*	Male	72.7%	27.3%	364
	Female	50.8%	49.2%	
Age	18-24	69.6%	30.4%	358
	25-44	61.5%	38.5%	
	45-64	55.8%	44.2%	
	65 and over	66.7%	33.3%	
Marital Status	Married	63.9%	36.1%	361
	Not married	60.5%	39.5%	
Income*	Under \$25,000	49.1%	50.9%	333
	\$25-\$50,000	69.1%	30.9%	
	\$50-\$75,000	58.5%	41.5%	
	\$75,000 or more	79.7%	20.3%	
Employment Status*	Employed full-time	69.2%	30.8%	364
	Employed part-time	60.4%	39.6%	
	Retired	67.1%	32.9%	
	Unemployed	40.7%	59.3%	
	Other	48.4%	51.6%	
Education Attainment	High School Grad or less	57.5%	42.5%	364
	Some college/Associate’s	60.0%	40.0%	
	College Grad or more	68.4%	31.6%	
Home ownership	Own	63.6%	36.4%	359
	Rent/Other	60.2%	39.8%	
Race	White	63.5%	36.5%	353
	Non-white	59.0%	41.0%	
Question: Do you feel things in Summit County are going in the right direction or have they gotten off on the wrong track?				

* Indicates a significant relationship





2015 Quality of Life Series – Comparison between Akron and Summit County

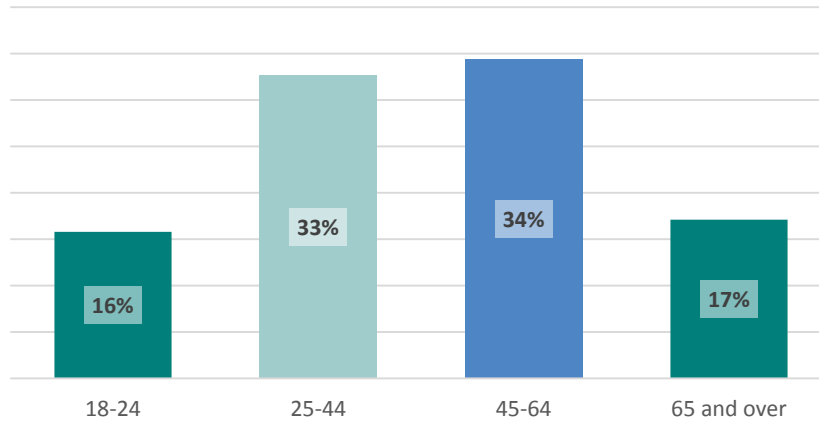
		Akron	Summit County
Most important problem	Government Services	35.1%	37.4%
	Crime/Safety Concerns	24.8%	18.1%
	Employment Issues	15.9%	16.7%
	Miscellaneous	8.0%	7.1%
	Education Issues	5.6%	6.7%
	Tax/Money Issues	5.6%	10.3%
	Housing	4.1%	3.2%
	Healthcare Issues	0.9%	0.5%
Summit County as place to live	Positive	61.6%	75.0%
	Neutral	31.4%	20.7%
	Negative	7.0%	4.4%
Quality of Healthcare	Positive	79.1%	83.3%
	Neutral	14.8%	12.2%
	Negative	6.1%	4.5%
Local Economy	Positive	33.2%	39.0%
	Neutral	46.9%	46.7%
	Negative	20.0%	14.4%
Availability of Job Opportunities	Positive	24.9%	26.5%
	Neutral	37.1%	46.5%
	Negative	37.9%	27.0%
Better or Worse off Financially	Better	39.4%	39.3%
	Same	32.8%	31.2%
	Worse	27.8%	29.5%
Right Direct/ Wrong Track	Right Direction	61.3%	69.9%
	Wrong Track	38.7%	30.1%





Respondent Demographics – City of Akron

Age of Respondent

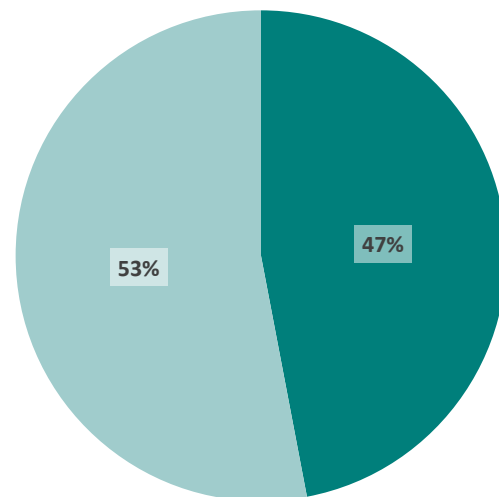


Age	#	%
18 to 24	62	15.8%
25 to 44	128	32.7%
45 to 64	135	34.4%
65 and over	67	17.1%
Total	N=392	100.0%

Respondent Gender

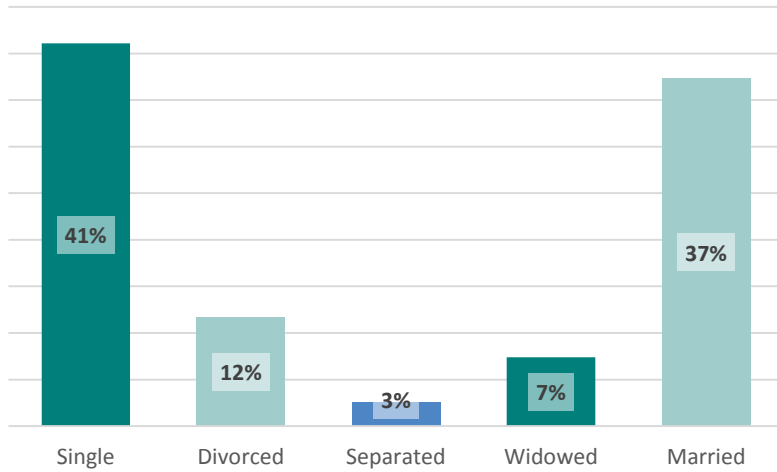
Male Female

Gender	#	%
Male	188	47.0%
Female	212	53.0%
Total	N=400	100.0%





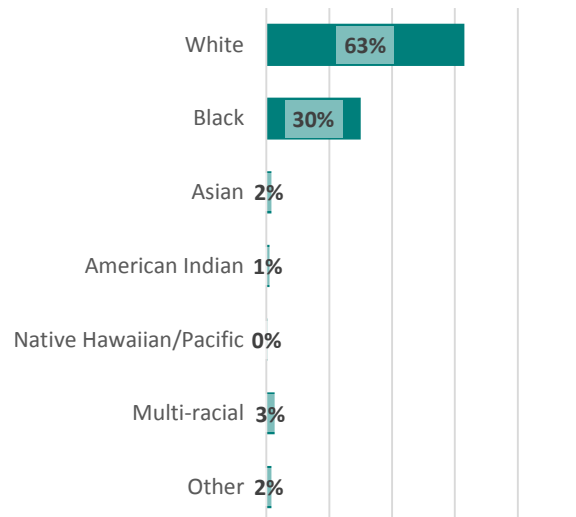
Current Marital Status



Marital Status	#	%
Single	162	41.1%
Divorced	46	11.7%
Separated	10	2.5%
Widowed	29	7.4%
Married	147	37.3%
Total	N=394	100.0%

Race	#	%
White	244	63.0%
Black	116	30.0%
Asian	6	1.6%
American Indian or Alaska Native	4	1.0%
Native Hawaiian/Pacific Islander	1	0.3%
Multi-racial	10	2.6%
Other	6	1.6%
Total	N=387	100.0%

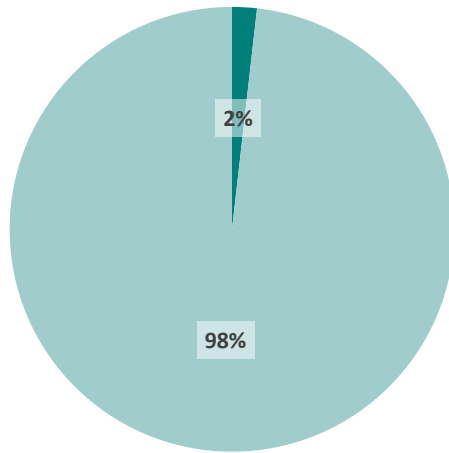
Race of Respondent





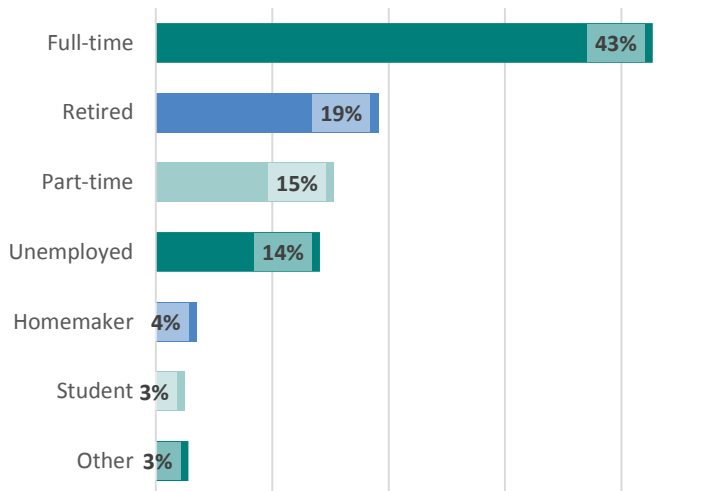
Hispanic Origin

■ Yes ■ No



Hispanic Origin	#	%
Yes	11	2.8%
No	380	97.2%
Total	N=391	100.0%

Employment Status



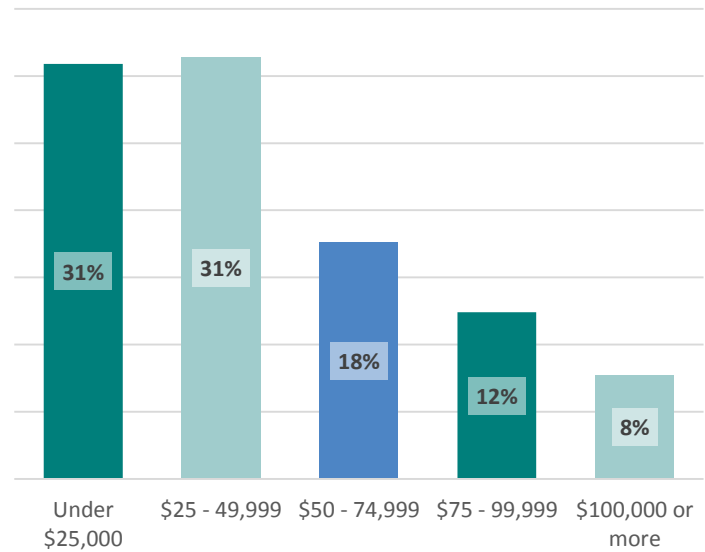
Employment	#	%
Full-time	170	42.7%
Retired	76	19.1%
Part-time	61	15.3%
Unemployed	56	14.1%
Homemaker	14	3.5%
Student	10	2.5%
Other	11	2.8%
Total	N=398	100.0%



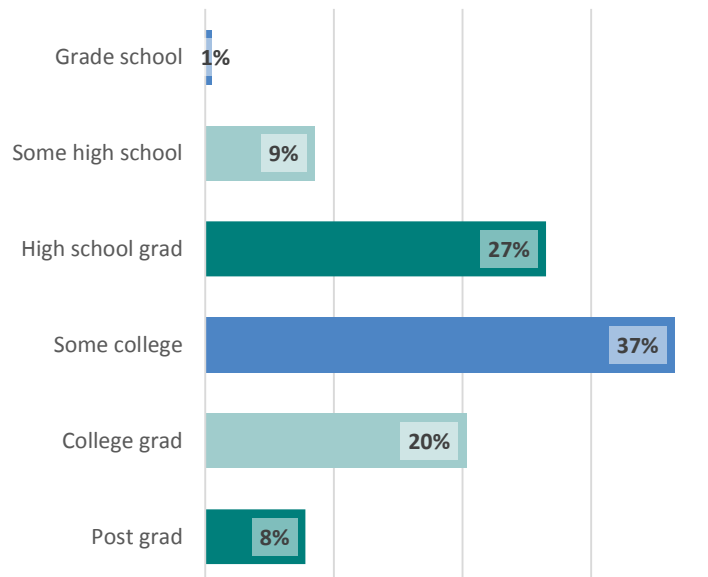


Income of Respondent

Income	#	%
Under \$25,000	112	30.9%
\$25 – 49,999	114	31.4%
\$50 – 74,999	64	17.6%
\$75 – 99,999	45	12.4%
\$100,000 or more	28	7.7%
Total	N=363	100.0%



Educational Attainment



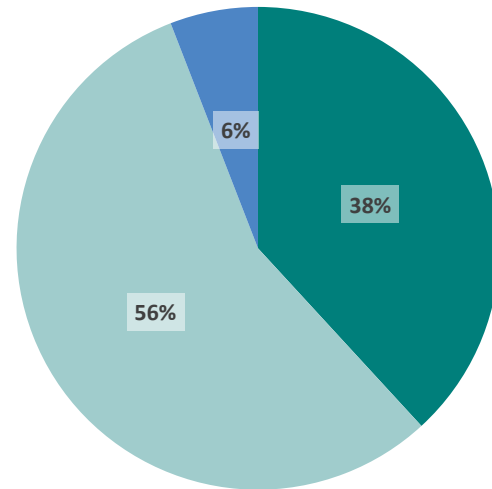
Education	#	%
Grade school	2	0.5%
Some high school	34	8.5%
High school grad	106	26.5%
Some college	146	36.5%
College grad	81	20.3%
Post grad	31	7.8%
Total	N=400	100.0%





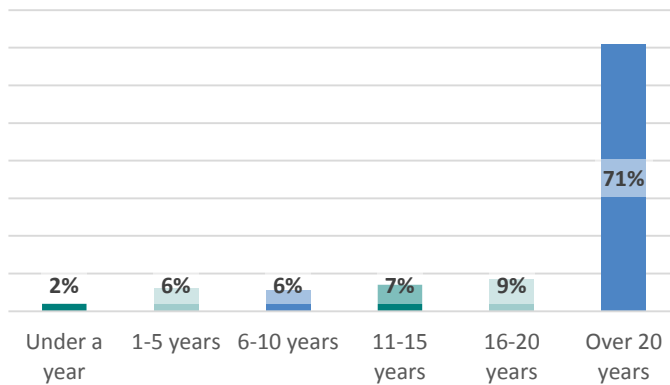
Own or Rent

■ Rent ■ Own ■ Other



Own or Rent	#	%
Rent	150	38.2%
Own	220	56.0%
Other arrangement	23	5.9%
Total	N=393	100.0%

Length of Time in County

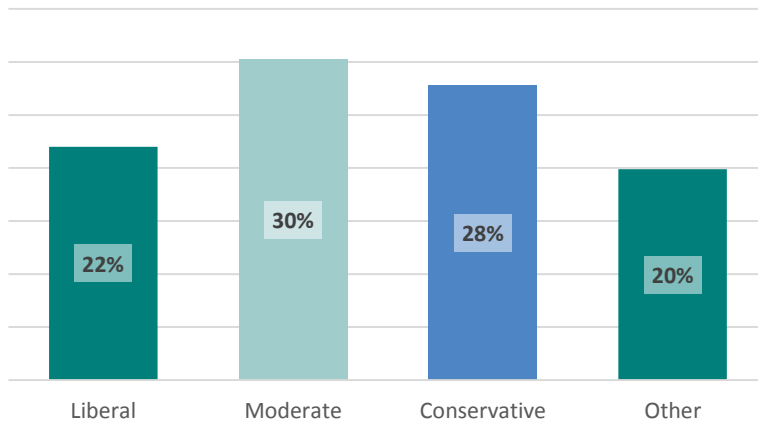


How long lived in county	#	%
Under a year	8	2.0%
1 to 5 years	24	6.0%
6 to 10 years	22	5.5%
11 to 15 years	28	7.0%
16 to 20 years	34	8.5%
Over 20 years	282	70.9%
Total	N=398	100.0%





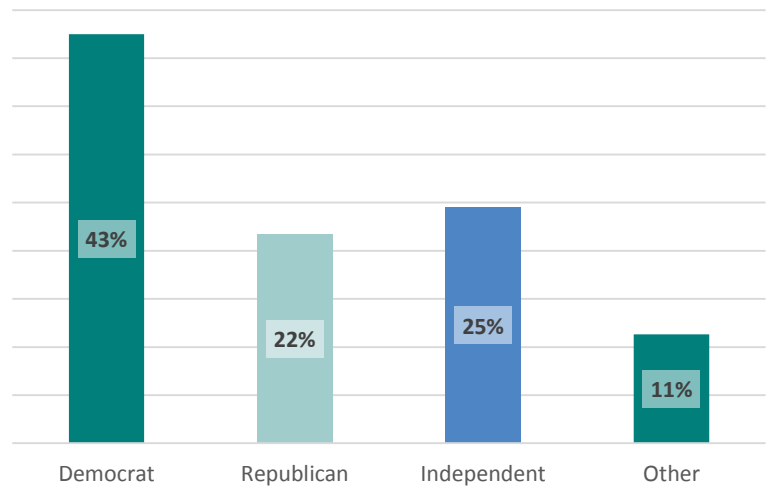
Ideology



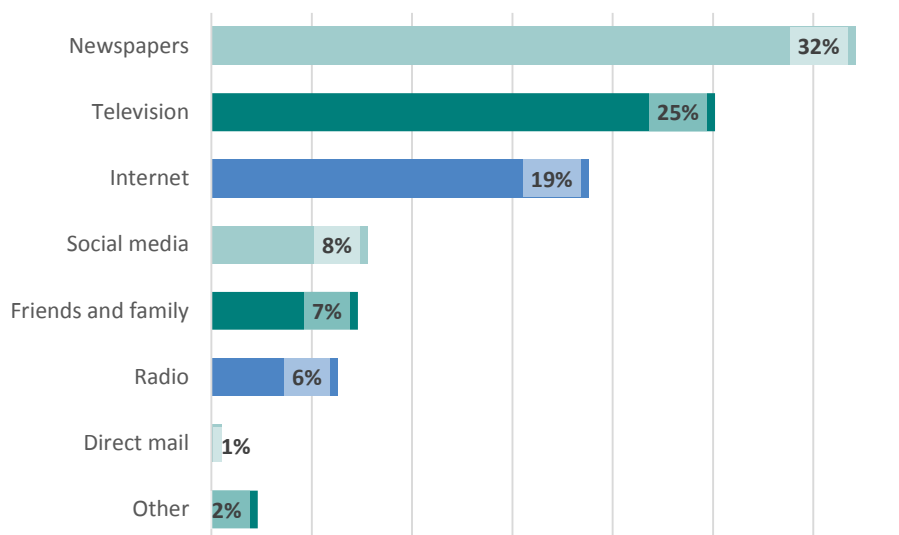
Ideology	#	%
Liberal	64	22.0%
Moderate	88	30.2%
Conservative	81	27.8%
Other	58	19.9%
Total	N=291	100.0%

Political Party

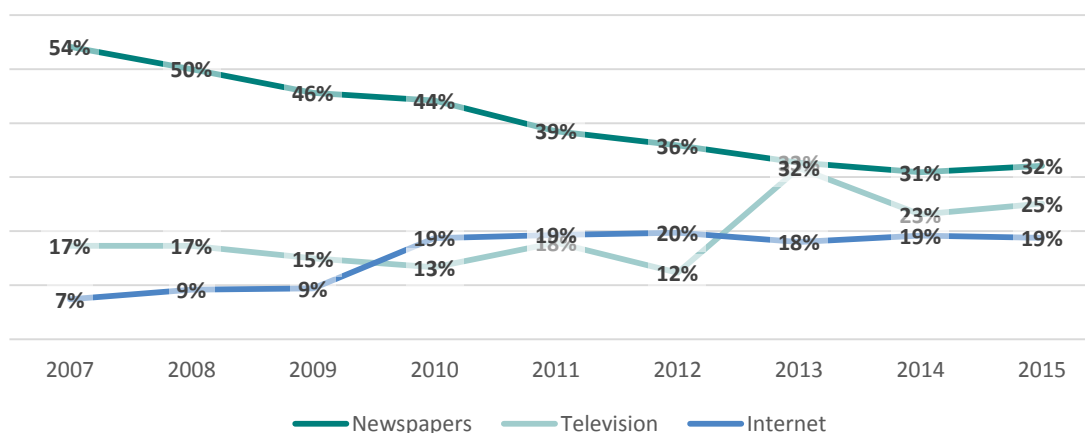
Party	#	%
Democrat	160	51.3%
Republican	43	13.8%
Independent	72	23.1%
Other	37	11.9%
Total	N=312	100.0%



Source of Most Information



Source of Most Information by Year



Source of Most Information	#	%
Newspapers	128	32.1%
Television	100	25.1%
Internet	75	18.8%
Social media	31	7.8%
Friends and family	29	7.3%
Radio	25	6.3%
Direct mail	2	0.5%
Other	9	2.3%
Total	N=399	100.0%



Radio Station Listened to Most Often		
	N	%
WZAK 93.1	45	11.4%
WENZ 107.9	32	8.1%
WQMX 94.9	31	7.8%
WNIR 100	25	6.3%
WKSU 89.7 npr	21	5.3%
WONE 97.5	17	4.3%
Kiss FM 96.5	16	4.1%
WAKR 1590	15	3.8%
WKDD 98.1	13	3.3%
Wfhm 95.5	13	3.3%
WZIP 88.1	11	2.8%
WNWV 107.3	11	2.8%
WMMS 100.7	10	2.5%
WMJI 105.7	9	2.3%
WAPS 91.3	8	2.0%
Satellite Radio XM	7	1.8%
WCRF 103.3	6	1.5%
93.1	5	1.3%
WMVX 106.5	4	1.0%
WHLO 640	4	1.0%
WRQK 106.9	4	1.0%
1060 AM	4	1.0%
WCPN 90.3 npr	3	0.8%
WCNX 98.5	3	0.8%
WTAM 1100	3	0.8%
WGAR 99.5	2	0.5%
WDOK 102.1	2	0.5%
WHBC 94.1	1	0.3%
WQAL 104.1	1	0.3%
WZJM 92.3	1	0.3%
WKNR 850	1	0.3%
WBNV 93.5	1	0.3%
WSTB 88.9	1	0.3%
90.7 FM	1	0.3%
95.7 FM	1	0.3%
DONT LISTEN	48	12.2%
DO NOT HAVE A PREFERENCE	13	3.3%
MISCELLANEOUS	2	0.5%
Total	395	(n=395)

Newspaper Read Most Often		
	N	%
Akron Beacon Journal	250	64.3%
Ohio.com	38	9.8%
Westside Leader	11	2.8%
yahoo.com	7	1.8%
fox8news.com	5	1.3%
Cleveland Plain Dealer	2	0.5%
Wall Street Journal	2	0.5%
msn.com	2	0.5%
Barberton Herald	1	0.3%
Record Courier	1	0.3%
News Leader	1	0.3%
Do not read a paper	36	9.3%
No Preference	30	7.7%
MISCELLANEOUS	3	0.8%
Total	389	(n=389)





City/Township	N	%
Akron city	127	31.8%
West Akron	90	22.5%
North Akron	37	9.3%
Ellet	25	6.3%
East Akron	25	6.3%
Kenmore	24	6.0%
South Akron	21	5.3%
Firestone Park	19	4.8%
Goodyear Heights	16	4.0%
Northwest Akron	16	4.0%
Total	400	100.0%

Zip Code	N	%
44310	50	12.9%
44313	42	10.8%
44320	38	9.8%
44306	37	9.5%
44305	36	9.3%
44312	32	8.2%
44314	32	8.2%
44301	29	7.5%
44303	28	7.2%
44307	17	4.4%
44311	12	3.1%
44319	7	1.8%
44302	6	1.5%
44333	4	1.0%
44322	3	0.8%
44067	2	0.5%
44224	2	0.5%
44304	2	0.5%
44321	2	0.5%
44720	2	0.5%
44087	1	0.3%
44203	1	0.3%
44223	1	0.3%
44308	1	0.3%
44325	1	0.3%
Total	388	100.0%





Research Methodology

ABOUT THE SURVEY

The 2015 Summit County Collaborative Poll of Akron Residents is a random sampling survey of households in Akron. The final sample of the poll consisted of a total of 400 respondents. The general population statistics derived from the sample size provide a precision level of plus or minus 4.9% within a 95% confidence interval. Data Collection began on February 18 and ended on March 15, 2015. Most calling took place between the evening hours of 5:15 pm and 9:15 pm. Some interviews were conducted during the day and on some weekends to accommodate respondent schedules. The interviews took an average of 20.46 minutes.

CALLING PROTOCOL

Summit County residents were reached on both land lines (55.3% of respondents) and cell phones (44.7% of respondents). As many as 5 attempts were made to contact sampled telephone numbers. Calls were staggered by time of day and day of week to maximize the chance of contacting someone at each phone number.

In each land line interview, Interviewers randomly asked to speak with either the youngest male or youngest female that was currently at home. If this person was not available, preference was given to the next youngest person at home.

For respondent convenience, appointments were made when requested. Additionally, respondents who refused to participate or hung up during the introduction were attempted again by an experienced interviewer in an effort to gain cooperation.

